

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



892EX

8.2

SEP 10 1969

40/8

EXTENSION SERVICE

# REVIEW

U.S. DEPARTMENT OF AGRICULTURE \* AUGUST 1969

U. S. DEPT. OF AGRICULTURE  
NATIONAL AGRICULTURAL LIBRARY

SEP 8 1969

CURRENT SERIAL RECORDS



GREAT NEW CHALLENGE

Page 16

The Extension Service Review is for Extension educators—in County, State, and Federal Extension agencies—who work directly or indirectly to help people learn how to use the newest findings in agriculture and home economics research to bring about a more abundant life for themselves and their communities.

The Review offers the Extension worker, in his role of educational leader, professional guideposts, new routes and tools for speedier, more successful endeavor. Through this exchange of methods, tried and found successful by Extension agents, the Review serves as a source of ideas and useful information on how to reach people and thus help them utilize more fully their own resources, to farm more efficiently, and to make the home and community a better place to live.

**CLIFFORD M. HARDIN**  
*Secretary of Agriculture*

**LLOYD H. DAVIS, Administrator**  
*Federal Extension Service*

Prepared in  
Information Services  
Federal Extension Service, USDA  
Washington, D. C. 20250

**Director: Walter John**  
**Editor: W. J. Whorton**  
**Assistant Editor: Mary Ann Wamsley**

The Extension Service Review is published monthly by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. Use of funds for printing this publication approved by the Director of the Bureau of the Budget (July 1, 1968).

The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D. C., 20402, at 15 cents per copy or by subscription at \$1.50 a year, domestic, and \$2.25, foreign.

Reference to commercial products and services is made with the understanding that no discrimination is intended and no endorsement by the Department of Agriculture is implied.

## EXTENSION SERVICE

# REVIEW

Official monthly publication of Cooperative Extension Service; U. S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

## CONTENTS

	Page
Cooperation against rootworms	3
Increasing livestock production	4
4-H'ers learn 'defensive driving'	6
Looking at the results of test demonstrations	8
Evaluating area Extension work	10
4-H reaches out to new youth, leaders	12
Clothing leaders—valuable help	14
A great new challenge	16

## Who are you talking to??

Generally speaking, consumers in New Castle County, Delaware, have a favorable, though uninformed, image of agriculture. This was the conclusion of Delaware Extension workers following a survey to determine consumer understanding of agriculture's importance and condition in the State. Surveyors warn against inferring conclusions of this limited survey to other areas of the country. The specifics below, however, raise two questions for all of us.

Seventy-five percent of the survey respondents thought food prices were too high. Most attributed rising costs to general inflation rather than to farm profits.

Most agreed that farm incomes have improved in the past 15 years, though not as rapidly as non-farm incomes. More than half felt that farmers were not receiving a fair return for their investment, labor, and knowledge. Again, 75 percent said they would be dissatisfied with the average farm income.

Consumers' answers to survey questions indicate they do not understand the cost-price squeeze. They seem to assume that since everyone else is living better, farmers must also be living better.

A group of legislators who participated in an identical survey disagreed with constituents on many issues, but they also were grossly unaware of the importance and condition of Delaware agriculture.

These prompt two key questions concerning efforts to help the people of the U.S. understand their agriculture. Have we as an educational agency, and the industry, been talking to the right people, about the right things, in the right package, at the right time? Could we have spent too much time talking to ourselves—those of us directly concerned with the production, processing, and distribution of our food supply?—WJW

Farmers in northwestern Illinois will spend more than \$1.5 million this year on soil insecticides—and will insure themselves sizable savings as a result.

Their choices of materials are being guided by the results of an Extension research project last summer which answered some important questions about chemical control of rootworms.

Corn rootworms were a limiting factor to successful corn production on many farms in the area during 1968, and the problem is expected to increase dramatically in 1969.

With no soil treatments, yield losses could amount to several million dollars. The multi-county Extension research project is helping the farmers make the best use of the \$1.5 million they will spend to combat these losses.

The project involved Extension advisers in Ogle, Carroll, Stephenson, and JoDaviess Counties, with the cooperation of the University of Illinois entomology staff and Natural History survey. Purpose of the study was to determine:

- the comparative effectiveness of different chemicals;
- the best rates and methods of insecticide application;
- the optimum planting date and time of insecticide application.

The field chosen for the Extension project was on a farm in Forreston township. Because it had a count of 8 to 10 million worm eggs per acre, it was an ideal spot for field testing corn rootworm insecticides.

In 1967 the corn in the field was severely lodged because of the vicious root feeding habits of the resistant but aggressive northern and western corn rootworm. These small white larvae, which are resistant to the traditional chlorinated hydrocarbon insecticides, appear in late June and early July and can be found only by digging and sorting through the soil around the corn plant.

The plot area, divided into 76 eight-row plots 1/3 acre in size, cre-

ated a tremendous amount of interest. Over 500 farmers, insecticide dealers, and chemical company representatives, helped count rootworm larvae, dig plants and carry them from the field, and wash them for damage rating. Tours on the plots attracted everyone from housewives to legislators.

Special activities on the plots included a "rootworm party" in June when root samples and soil were placed on hayracks covered with polyethylene for rootworm counting. Six plants per plot were examined for larvae. More roots were dug and washed to reveal insect damage about 2 weeks later for the purpose of giving each chemical a "root rating."

Some problems were encountered with high populations of seed-corn beetle and seed-corn maggot. These

insects reduced corn emergence on some plots by 3,000-4,000 plants per acre.

The tests successfully pointed up the importance of using the proper insecticide—a plot treated with one of the better chemicals, for example, yielded 36 bushels more than an untreated check plot.

The research also showed that one larva per plant in a field with 22,500 corn population can reduce yield from 100 bushels per acre to 99.1 bushels per acre. Therefore, farmers using soil insecticides could increase yields by .90 percent for every larva per plant they eliminate.

And the tests were significant for another reason, too—they showed what can be accomplished through the teamwork of Extension, industry, and farmers. □

## Cooperation against rootworms

by  
Harold Brinkmeier  
Extension Adviser  
Carroll County, Illinois



*Volunteers search soil samples for rootworm larvae.*

Annual income from livestock and livestock products has increased by about \$8 million in Freeborn County, Minnesota, since 1954. A major cause of the increase has been the concentrated livestock improvement program conducted by the county Agricultural Extension Service.

"Freeborn County has an abundance of feed grains, so we decided to concentrate on developing livestock production to its fullest potential," says Eldon H. Senske, county agricultural agent.

To get the cooperation needed to carry out the program, the following objectives were set:

- reduce the cost of producing farm products,

- help people understand the marketing system,

- expand the market for farm products.

"Increased efficiency of the entire agricultural marketing system is one of the major needs of our farm economy," Senske says. "Any organization which accepts responsibilities aimed at such a goal needs to work with producers, distributors, retailers, consumers, and a host of others to the mutual advantage of all."

The Freeborn County Agricultural Extension Service worked with many groups on educational programs to improve the production, marketing, distribution, and utilization of farm products. For example, Senske works closely with a major meat packing company located in the county seat.

"We're fortunate to have this resource in our county," Senske says. Extension works closely with the company on a number of educational programs, such as livestock institutes, western lamb projects, barrow shows, youth tours, and meat quality programs.

The general manager of the plant says his company attempts to supplement, not duplicate, Extension's work. He feels his company can provide timely information to producers on market demand, grade, quality, disease, and optimum market weights.

## Increasing livestock production



*County Agent Senske, left, examines a haylage sample with one of the first Freeborn County dairymen to go on a drylot feeding program.*

Another avid promoter of area livestock programs is the chairman of the board of an industrial development corporation located in Albert Lea. He feels that increasing livestock production to fully utilize area resources would add considerable local employment to an already large food processing industry.

Other cooperating organizations are the Freeborn County Swine Im-

provement Association, which promotes meat type hogs among both purebred and commercial swine producers, and the Minnesota State Spring Barrow Show. The barrow show includes a number of counties in southern Minnesota and Iowa and promotes meat type hogs and multiple farrowing.

Fall livestock outlook meetings cover outlook information on cattle

by

John M. Sperbeck

*Extension Information Specialist  
University of Minnesota*



*Senske discusses a meat quality program with the manager of the meat company which helps sponsor it.*

and hogs, feeder cattle selection, and recommended feeding programs for various grades of feeder cattle. The meetings are usually held at a local sales barn, and include live cattle grade and feeding demonstrations.

Extension sponsors an annual all-day cattle feeders tour, where three or four county feedlots are visited. Visits usually are made to feedlots which have expanded recently. Man-

agement and feeding practices, as well as facilities, are discussed.

Senske organized a 3-day bus trip to the Sandhills of Nebraska to acquaint county cattle feeders with ranching problems and stocker-feeder production.

Management seminars concerning both hogs and beef emphasized production, management, nutrition, health, and marketing. Faculty for the 20-hour seminars consisted of research and Extension personnel from the University of Minnesota, as well as the county agent.

Freeborn County was one of the first Minnesota counties to develop confinement feeding units. Senske works closely with hog men to develop better farrowing programs.

Lamb production isn't a large enterprise in the county, but it could be expanded — especially commercial lamb feeding, Senske points out. This could help use part of the 6 million bushels of corn exported from the county each year. Interest is developing through the 4-H western lamb feeding project, where club members feed out nearly 1,000 lambs per year.

About 10,000 beef breeding cows could be supported on grassland in Freeborn County that is not being used by other livestock species. In many cases this land is not producing much economic wealth, but is assessed rather high for tax purposes. Although many farms could support only about 25 cows on such acreage, this would be good use of the land. Extension is encouraging establishment of these units, and a number are now underway.

Poultry is a \$2 million enterprise in Freeborn County. It's a highly specialized industry—flocks are becoming fewer but larger. Extension's educational efforts are directed towards keeping producers abreast of new research findings, market information, and industry trends.

Several 20-hour dairy seminars emphasizing nutrition, management,

breeding, and herd health have also been organized by Extension. A quality milk production program was initiated as part of the statewide abnormal milk program. Senske worked with a committee of cooperative leaders to improve the marketing structure for the county's dairy products.

Without control of insects and diseases, no program can really succeed, Senske explains. "We worked hard in this area and now have a modified certified brucellosis-free area. Dairy mastitis control is in the initial stage, and hog cholera eradication is in phase three. We've been emphasizing effective and safe use of chemicals and pesticides both in crop production and livestock.

Freeborn County maintains an active 4-H livestock program. About 1,300 members are enrolled in county 4-H programs, and two-thirds of them carry livestock projects in beef, hogs, dairy, and lambs.

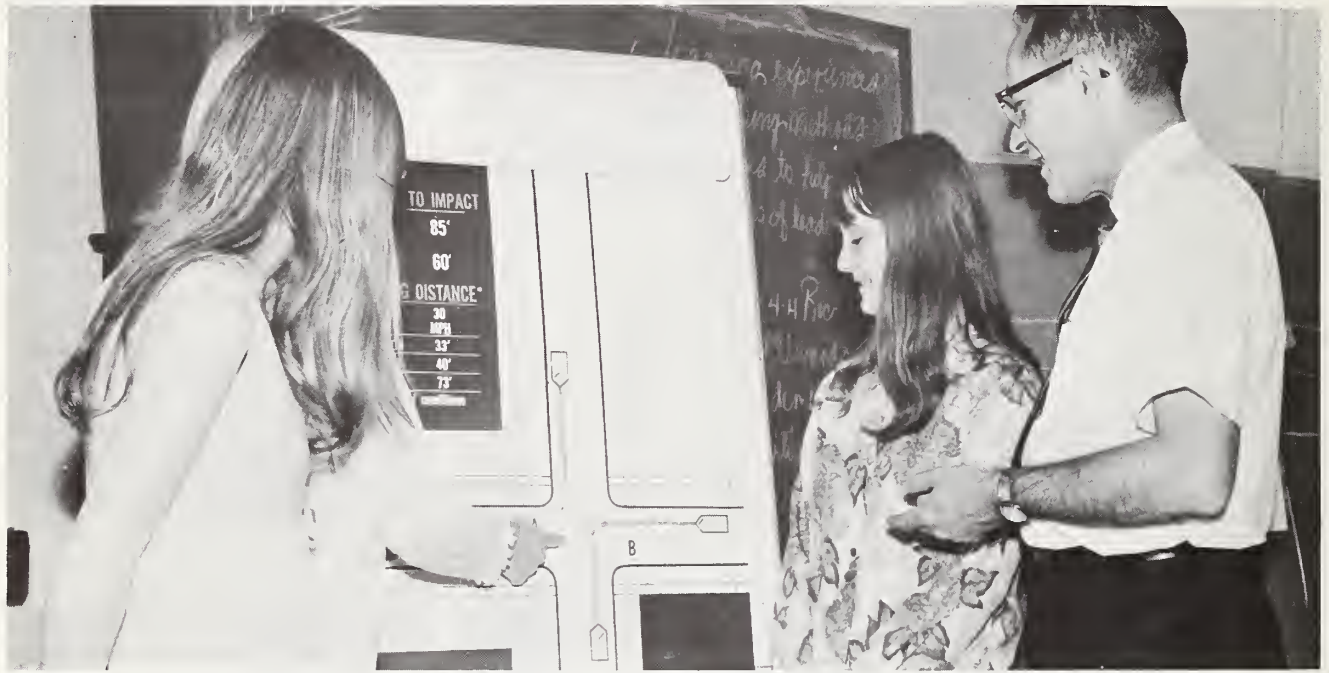
Business and industry interests throughout the county support a local 4-H auction at the county fair. About \$7,000 per year is spent by business firms to encourage livestock work among 4-H members.

Senske procures about 100 feeder calves each year to encourage 4-H Club members to enroll in the feeder calf project. These calves are bought in the Sandhills of Nebraska from quality herds at a small premium above market. Calves are then brought to the county fairgrounds and members draw for choice and select their own calves.

"To fully utilize our excess feed grain production," Senske stresses, "we would need to have an additional 400 new young farmers each producing 1,000 hogs per year. This increased hog production would take approximately 100 days to process and would provide more jobs for people in the county. Our goal is to further develop and maintain a varied and active livestock production program among producers and bring them the latest technical and research findings." □

by  
Dave Mathis  
Information Specialist  
Nevada Extension Service

*Raymond C. Cox, Nevada 4-H leader, and 4-H girls enrolled in the Defensive Driving Course discuss causes of accidents at a busy city intersection.*



## 4-H'ers learn 'defensive driving'

A car is being driven down a highway. Another car is following close—too close—behind. If you were the driver of the lead car, what would you recognize as hazardous in the situation? How would you analyze it, and what actions would you deem appropriate?

Such questions are being put to a number of Nevada 4-H members, some of driving age and some pre-drivers, as part of a new Defensive Driving course for older 4-H'ers in

the State. The course is a joint effort of the Nevada Cooperative Extension Service and the Nevada Safety Council. Materials used have been prepared by the National Safety Council.

"The course has been conducted in various areas of the State for 4-H junior leaders and others 14 years of age and older, and is scheduled for more presentations," said Raymond C. Cox, Nevada State 4-H Leader.

If the course is effective and young people continue to accept it, it will

be considered for inclusion in a regular 4-H program such as Automotive Care and Safety.

"Our interest in the course," said Cox, "stems from the fact that carnage on the highways remains a serious national problem, taking many more lives each month than Vietnam."

National statistics show that nearly 30 percent of all accidents are caused by or involve persons under 25 years of age.

While educational and other pro-

grams aimed at accident prevention have increased rapidly in the last several years, not much effort has been directed to beginning drivers or those who will be driving tomorrow, Cox pointed out.

"We think 4-H can play a role in this respect," he continued. "We have the vehicle for reaching pre-driving age individuals, we are interested in saving lives, and we have the resources to do a competent job."

This type of defensive driving program is among the first to be tried. Calvin Cartwright, a regional representative for the National Safety Council, has observed the course being presented to the young people. He has been especially interested in their response to it, since the kit used in the course was developed by the National Safety Council primarily for adults.

The course takes a somewhat different approach than driver education in the schools and acts as a complement to it.

The Nevada program started through an Instructors Training Program, set up by the Nevada 4-H office and the Nevada Safety Council. The Nevada 4-H Foundation purchased the kit and paid the fees for training the county agents in Defensive Driving. Mrs. Jennie Meals, of the Nevada Safety Council, and Mr. Cartwright provided instruction.

The staff who were trained have since taken the course to the 4-H junior leaders and other members. Adult 4-H leaders, representatives of homemakers clubs, and even experienced truck drivers and safety engineers from industry have been involved.

So far, courses have been presented in five Nevada counties. Ron Gustafson, assistant county agent in Washoe County, has helped conduct courses in his county and in Storey County. "The course is geared almost exclusively to automobile accident prevention and the defensive driving posture," he said.

The course involves 8 hours of class work including lectures, demonstrations, movies, and other visuals. It has been taught in Nevada 2 hours a night for four different evenings. A team of instructors, usually two, participate in the teaching.

The two-car accident, said Gustafson, is dealt with at some length in the course. Particular attention is paid to recognizable conditions that could develop into an accident. Such situations as the intersection collision, the head-on collision, the car behind, the car ahead, the passing car, or the car being passed are analyzed according to six conditions — driver, light, weather, traffic, road, and vehicle.

Accident situations are presented in film and are simulated by the instructors. Students discuss probable causes of the accidents and how they could have been prevented.

"By assessing such problems," said Gustafson, "the students soon realize that most accidents are preventable. They learn to look for little things leading up to accidents. One rule of thumb they learn, for example, is how to determine whether you are driving too close to the car ahead. Pick a spot on the highway, and as the lead car passes it, start counting 'one thousand one'. If your car passes the same spot before you have reached 'one thousand two', you're too close."

Special emphasis during the course is directed to the single-car accident, since this type is so common in Nevada and other Western States. During 1968, 15,167 car accidents occurred in Nevada that resulted in 6,076 injuries and 219 fatalities. Many of these were the single-car type which occurred on open road and in the absence of readily discernible reasons.

Nevada drivers may travel over distances as far as 100 miles without passing any marks of civilization, not even a roadside gas station. Such traveling, flanked by the pastel shades of the desert country, can become monotonous. Speed over such stretches becomes a habit, and senses can be

lulled by the sameness in the scenery and road conditions.

An additional hazard in the West can be grazing livestock as well as wildlife. In an open range State, many roads have not been fenced and cattle are free to wander across them at will. Many a Nevada accident and some fatalities have resulted from hitting a cow.

"So far," said Gustafson, "we think the response has been especially good. Often we don't hear too much from the young people, but parents tell us how much talk they have had around the house about safe driving from their son or daughter who took the course."

"The young people have appeared very alert and interested in the sessions," said State 4-H Leader Cox, "and have asked pertinent and penetrating questions of the instructors."

It is noteworthy, too, that the percentage of completions in the course have been high. Most classes have not had a single young person fail to attend sessions or participate through the full 8 hours.

A number of persons in the State having something to do with the problem of automobile accidents, such as those in law enforcement, have observed the classes. They have all been complimentary of the presentation.

"We do not know how the Defensive Driving Course is going to influence the young participants when they get behind the wheel," said Cox, "but we are hopeful that it may help prevent an accident and save a life." □

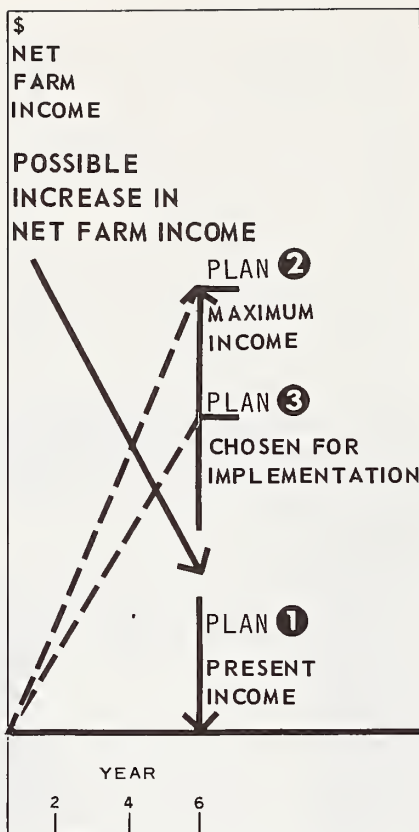
# Tennessee intensifies farm management education through — Test demonstration farms

by  
Troy W. Hinton  
*Associate  
Agricultural Economist  
University of Tennessee*

Test Demonstration farms have been around for several years, and most Extension workers are at least somewhat familiar with their purpose. But this is the kind of program that takes time to show results—and the news these days is in the results that are beginning to become apparent.

Tennessee, for example, has recently evaluated the progress made by the group of Test Demonstration farmers activated in 1964. The evaluation covers the first 4 years of the program—1964-1967. It shows, among other things, that the Test Demonstration cooperators have increased their family farm income from an average of \$2,161 in 1964 to an average of \$2,817 per year in the three following years.

What sort of program does it take to achieve such a result? The principle of the Test Demonstration program is this: county Extension agents establish whole-farm demonstrations to serve as examples for others in developing a successful farm business.



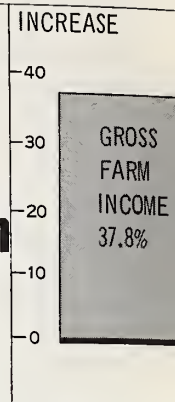
The Test Demonstration farm is a laboratory for teaching farm management principles and encouraging the adoption and efficient use of improved technology.

This educational program is concerned with bringing about adjustments in the farm business that will result in an increased net farm income. The program is sponsored jointly by the University of Tennessee Agricultural Extension Service and the Tennessee Valley Authority. Similar programs are underway in 27 other States.

For the Test Demonstration program to make the maximum contribution to the Extension educational program, the farms selected must have problems which are common to today's agriculture.

Tennessee's main criterion for selecting a Test Demonstration farm is that the development of the farm will contribute to the solution of county-wide problems. Consideration is also given to avoiding overlap of problems

## Tennessee Test Demonstration Results 1964-1967



covered by the various demonstration farms, and to insuring that all major problems are included.

About 100 farms are selected each year to participate in the Test Demonstration program for 6 years.

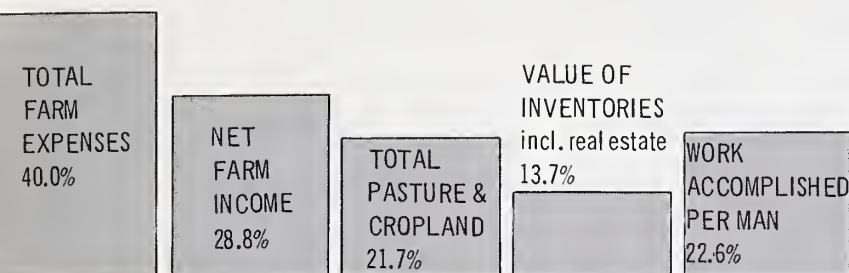
The Test Demonstration program is farm management oriented. This approach provides the necessary scope for teaching economic and production information needed by commercial farmers. One of the most difficult problems facing commercial farmers is keeping the farm resources organized to secure the maximum net farm income.

To teach farm management principles, to identify alternatives, and to accelerate the rate of adjustments, Extension helps each newly activated Test Demonstration farmer develop at least three farm plans.

This planning leads the manager to evaluate his present operation, makes him aware of other alternatives for using his resources, and acquaints him with new technology. The time spent in farm planning provides an opportunity for the farm manager to become aware of the problems impeding progress in the farm business.

The first plan developed is based on present use of the farm resources. The plan is developed to reflect the net income from the available resources as they are presently organized and to serve as bench mark data to be used in evaluation.

The second plan developed is a maximum income plan. It is based on the available resources with little con-



sideration given to the farmer's likes and dislikes. The plan is developed to make the farmer aware of the net farm income possible if the farm resources were organized with a maximum of efficiency and improved technology.

Plans 1 and 2 provide information to indicate the approximate increase in net farm income possible through efficient use of the resources. The information also permits the manager to relate the increase in net income to the risks involved.

Of course, not every newly activated Test Demonstration farmer adopts plan 2 without some changes. Plan 3, a compromise between plans 1 and 2, is the plan the manager chooses to put into operation. It is developed to maximize farm income giving consideration to the farmer's individual circumstances and his likes and dislikes.

This plan indicates the major adjustments the operator expects to make in combining enterprises and in improving production efficiencies. This is the long-run plan the Extension agent helps the farm manager implement through the Test Demonstration program.

The teaching of management principles and the development of long-run farm plans require increased time in activating a Test Demonstration farmer. However, records indicate that the rate of return on the time invested is extremely high.

The analysis of farm records pro-



*A special agent in test demonstration work helps a test demonstration farmer develop farm plans. This farmer adopted the maximum income plan.*

vides information which is used in evaluating the progress of the Test Demonstration farmers. Some results of the recent study of Test Demonstration farmers active in the program since 1964 are shown in the table above.

The table indicates that during the 4-year period the demonstrators increased their net farm income, increased the size of their farm business, and made more efficient use of their labor. Farm records also reveal that Test Demonstration operators have intensified their farming programs and increased rates of production.

Test Demonstration farms and results secured from them are used by Extension personnel in helping local farmers solve their agricultural problems. Adoption of recommended practices has been greatly increased by the use of data obtained on the Test Demonstration farms.

The analysis of Test Demonstration

farm records provides valuable information for:

- making future management decisions and developing plans for future operations on individual farms,

- illustrating in countywide and statewide educational meetings the results that can be expected by improved resource management and adoption of improved technology.

Test Demonstration results are disseminated through farm tours, mass media, and group meetings. Besides helping to increase the rate of adoption of improved technology by commercial farmers, the results are effective as an in-service training tool for Extension workers. The Test Demonstration program has helped to keep the professional staff aware of the important economic and production problems facing commercial farmers.

The Test Demonstration program is showing that improved resource use and improved technology can lead to increased net farm income. □

Cooperative Extension work in Kentucky was changed from a county to a multi-county basis on July 1, 1965.

This shift was made to provide Extension educational programs which serve more people, have broader scope and greater depth, are less personal-service oriented, and allow better use of staff and other Extension resources.

With the reorganization, county Extension agents received area specialization assignments on the basis of their subject-matter preference and competence and the particular needs of the area. Few of the field staff changed office locations, but each extended his operation to a multi-county area.

An area Extension director was given responsibility for supervising the field staff in each 8- to 10-county area. This supervisory arrangement replaced a three-person team of supervisors in each of the six former Extension districts.

In October 1967, the late Dean and Director W. A. Seay named the authors to a committee to evaluate the area approach.

The evaluation was to determine staff and volunteer leaders' estimate of the progress made toward reaching the objectives of the reorganization. We also wanted to know their attitudes toward the area approach and their understanding of it, as well as their views on its strengths and weaknesses.

The ultimate objective was to obtain information for strengthening the Extension organization and procedures.

Group discussions were held with field and resident staff and area and State Extension councils. Many individual interviews were held with staff members and volunteer leaders. The

*\*Isobel Crutchfield, Area Specialist in Home Management; Faye Ather-ton, Area Agent in Agronomy; and Stephen Q. Allen, Farm Management Specialist.*

by  
E. M. Trew  
Assistant Director  
Kentucky Extension Service  
and  
Evaluation Committee Members\*

## Evaluating area Extension work

discussions focused on the advantages and problems of the area approach and suggestions for a more effective Extension Service.

Items mentioned in the discussions were used in the development of staff and leader questionnaires. The staff questionnaire was given to the Extension staff in group meetings, and the leader instrument was mailed to the 3,150 members of county Extension councils. Leaders returned 1,454 usable questionnaires.

Response to the questionnaire items was in terms of agreement, disagreement, and no opinion. Staff and leader responses by item were translated to percentage response in each of these three categories for both groups and for various staff and leader groupings.

Acceptance of the area approach by staff and leaders appeared related to the degree they felt it was needed. Both groups agreed that a specialization approach is correct in Extension work and is the best way to handle complex problems.

Eighty-eight percent of the staff said the Extension Service can realize its goals to a greater extent through the area approach; two-thirds of the leaders felt agent specialization is the best approach because one agent cannot keep up with all subject matter; three-fourths of the leaders said the area approach will become more necessary as future problems become more complex.

Most staff members and leaders felt the area approach is workable,

that it has improved and will continue to improve with time. Staff felt the success of the area approach depends on agent desire to make it work and said their resistance to change was a real problem in implementation of the approach.

Similarly, leaders said peoples' resistance to change caused problems in implementation and that people need to be better informed on the area approach.

Most staff members and leaders said Extension now is getting more educational work done and is working on more of the important problems of people.

Leaders agreed that Extension programs are now sounder and have broader scope and greater depth and that Extension agents can be more effective in marketing work under the area approach. Staff members in general felt that educational opportunities have been improved for all clientele groups, except for families on limited-income farms.

Most staff members and half the leaders felt that more people can be reached under the area approach. Leaders and staff agreed that it permits Extension to serve non-farm groups in addition to groups traditionally served.

Area Extension work with respect to staff member role, competence, and performance was examined in relation to job satisfaction, security, and prestige; professionalism, job responsibility and role understanding; and staff effectiveness.



*Kentucky Extension staff and volunteer leaders agree that Extension can reach more people through the area approach. These leaders, for example, will take back to their clubs what area Extension agent Patricia Everett is teaching them about preparing and serving luncheons and dinners.*

With the change to area approach, area agents felt generally they gained prestige with the public, more opportunities for job satisfaction, and a greater realization of personal goals. But leaders did not feel that agents gained prestige with the change. Area agents said they felt more comfortable and more secure in their area roles than they did a year ago.

Most staff felt that area agents functioned more as professionals than did county Extension agents. Leaders said agents do their jobs better now that they can concentrate on more specific subject matter. However, handling certain county duties in addition to area specialization assignments has been a major field staff concern in implementation of the area approach.

Both leaders and staff felt staff effectiveness has increased and that agent teaching ability has improved since the change. Staff agreed that agents now make more effective use

of their time; leaders said the present system allows Extension to have a better trained staff and requires more competent and efficient agents.

The area approach was studied from the standpoints of volunteer leader involvement and effectiveness. Staff and leaders felt strongly that local leaders should play a more important role in Extension program planning and implementation.

Both groups were about evenly divided on the question of whether leaders have served more effectively under the area approach. Some leaders, particularly in 4-H, felt they were being asked to perform tasks which should be done by Extension agents.

Extension youth work under the area approach was examined in terms of program effectiveness, influence of the area approach, and volunteer leader recruitment and training. Some 4-H leaders and staff members felt 4-H is less effective under the area approach.

County 4-H council members seemed to accept the area approach to a lesser degree than most other leaders; but 69 percent of all leaders felt there is need for more contact between staff members and 4-H Club members.

Part of the youth work problem appeared to be disagreement regarding both staff and leader roles. Some leaders felt they were doing part of the professional's job and that too much was being asked of them.

Extension has re-defined part of the volunteer leader role, but some leaders have not fully accepted the role that Extension perceives for them. Further study indicated insufficient awareness of the factors affecting 4-H work. However, staff and leaders indicated by two to one that factors other than area approach contributed to the difficulty of doing youth work today.

The area approach was examined with respect to staff numbers and pattern. Staff and leaders agreed that addition of a few more staff members would do a great deal to improve the area approach. However, two-thirds of the staff felt that filling all area staff positions would not solve all of the problems with the area approach.

About half of the leaders seemed to prefer a county Extension staff to an area staff. Those having a strong connection with 4-H work were a little more inclined in this direction. Two-thirds of the staff disagreed with the idea of returning to a county staffing pattern. About three-fourths of the field staff felt that someone is needed to handle county duties, but more than 70 percent of them did not want county generalist jobs.

The evaluation provided a great deal of information that will be helpful to the Kentucky Cooperative Extension Service. Many of the good suggestions made by staff and leaders have been implemented, and more will be implemented with time. Such an evaluation, perhaps done periodically, likely would be helpful to every State Extension Service. □

By the wise use of the mass media, plus strong supporting activity, you can increase your 4-H program with a minimum expenditure of time. In a county of 20,000 population we have increased the number of 4-H leaders from 14 to 60 and junior leaders from 7 to 29 in a year and a half. We have created the image that 4-H is for everyone.

The Mountain Home Air Base, which has been in existence for 25 years, had never had a 4-H Club. Today it has nine clubs and 15 leaders. Mountain Home had five clubs in 1967; today it has 15 clubs with 27 leaders. Glenns Ferry, King Hill, and Hammett had eight clubs and now have 12 clubs with 14 leaders.

First, with the help of a cooperative 4-H Council, we analyzed the situation. We needed dynamic leaders, new projects and activities, and to touch every segment of the population. Even though the Air Base has Negroes, and Mexican-Americans are working in the potato and sugar beet harvest, none were in our clubs.

After we determined the image we wanted, we turned to the mass media for their help. Lloyd Waters, editor of the Mountain Home News, devised an excellent format for my weekly column of Extension material. All club reporters were encouraged to send in reports of their meetings for a special column of 4-H news.

The weekly column, which takes 4 hours to prepare, is sent to the Mountain Home News, the Mountain Home radio station, the Air Base newspaper, the Glenns Ferry newspaper and correspondents for two metropolitan newspapers in the area.

We submit pictures of club activities from time to time, averaging one picture a month.

Occasionally I list my need for 4-H leaders. I try to be specific in what I want. An article on the dog project caused a 4-H leader from another State to volunteer to start a dog project in Elmore County. We now have four dog projects.

Another excellent source for ob-

taining leaders is the Daily Bulletin at the Air Base which is required reading for all military personnel.

Thirty new leaders volunteered after reading or hearing of the need in the mass media. It takes a great deal of courage by an individual to either visit the office or call and inquire about the need for leaders. They are sure they will not have enough training or will not be able to do a good job. The slightest rebuff will cause them to retreat and never offer again.

Each person who calls or visits the office is welcomed. Everyone can be used someplace in the 4-H program. We feel there is no such thing as too many leaders, even though I had to steer one prospective sewing leader into a home beautification project recently. We did not need another advanced sewing group at the time, but I'm sure we will be able to use her next year.

What do you do when your material is discarded? When this happened to us, we turned to other methods. For example, I hit on the idea of obtaining a list of new arrivals in the community. Possible sources of such a list are: Welcome Wagon, telephone companies, city offices, schools, and county offices.

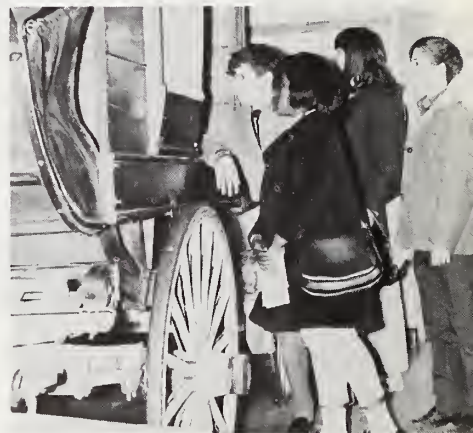
Many of these new arrivals were happy to help us. They wanted to get acquainted in town, and they hadn't had time to become involved in many activities. Some had children who had been in 4-H in other areas.

We now had the leaders—the next step was to find the members. We proceeded on the premise that 4-H is for everyone. I took two or three leaders with me and we presented a fast moving 15-20 minute school assembly program.

In the grade schools the assembly was for the fourth, fifth, and sixth grades; everyone in the junior highs was included. After a brief introduction to 4-H, I presented the leaders, who told of their projects in glowing terms.

This was followed by a 5-minute

by  
Marilyn Jordan  
*Extension Home Economist*  
Elmore County, Idaho



*A key to 4-H growth in Elmore County has been, as shown above, interesting activities which are offered to all county youth. At right, Editor Lloyd Waters of the Mountain Home News and Mrs. Marilyn Jordan, county Extension home economist, discuss ways to promote 4-H through her weekly column.*

question period, and sign-up sheets were given to each teacher. These were collected 3 or 4 days later. Previously we had only 125-150 in our county 4-H program. More than 500 signed up, although our total enrollment will be nearer 300. Another year we plan to investigate this tremendous drop and try to correct it.

We found a direct correlation between the leaders I introduced and the areas in which the prospective members signed. A dynamic leader

# 4-H reaches out to new youth, leaders



will draw in the boys and girls.

Each leader received a list of those who signed up for his project area. When the first meeting date was set, an announcement was made in the mass media. Individual cards were sent to each child who had signed up for the project. Some leaders called the members personally when they did not come for the first meeting.

In many subtle ways we emphasize that belonging to 4-H gives prestige. One of the best tools to do this is the

publicity in the mass media. The material sent must be newsworthy. Some of the things we have publicized which we feel fit this category are: presentation of charters to new clubs, installation and initiation ceremonies, community projects such as having a valentine party for the nursing home, recreational activities such as camp, and pictures of scholarship winners.

4-H must be fun. Each club is encouraged to have parties, go on field trips, and do other activities which

will broaden the child's horizons. On the return trip from a visit to the art gallery, museum, and zoo in Boise, one little girl remarked, "I haven't had so much fun since we went on our vacation last summer."

Elmore County's formula has been:

- Create the image of 4-H as being a group for all youth wherever they live.

- Recruit leaders through the mass media.

- Keep a steady flow of 4-H news in the mass media.

- Introduce 4-H to all the youth through school assemblies.

- Use sign-up sheets so leaders have definite names to start a club.

- Notify members through direct mailings as well as by the mass media.

- Provide new projects and activities every year.

- Encourage community projects and recreational activities.

With the wise use of the mass media we have found new leaders. By presenting the 4-H program to all the pupils in the schools we now have Negroes and Mexican-Americans in many of our clubs. We have increased the number of clubs in the county from 13 to 36 in a year and a half.

The mass media will prepare the soil for you, personal contact with all the youth will seed it, and enthusiastic leaders will cultivate it. You will reap the harvest of enthusiastic members, willing leaders, and proud parents who can point to their children's accomplishments. □

by  
Patricia G. Koons  
*Assistant Extension Editor*  
*Kansas State University*

## Clothing leaders — valuable help

"When are you going to teach another beginning clothes construction class?" "When are you going to have one of those tailoring workshops again?"

Kansas County Extension home economists like Mrs. Trella Currie, Cloud County, hear these questions often. Mrs. Currie wondered how she could continually provide the homemakers such workshops, yet offer educational programs in other subject matter areas.

Then Miss M. Christine Wiggins, Extension clothing and textiles specialist at Kansas State University, began offering "Clothing Leaders" training.

The specialist designed this training for experienced seamstresses who agree to teach others in groups. Participants learn subject matter and methods of teaching and develop their community leadership qualities.

In the Clothing Leaders I training, Miss Wiggins offers subject matter in knowing the sewing machine and caring for it, beginners' projects, pattern selection, and alteration.

Emphasis is on fitting and simple garment construction in the Clothing Leaders II training. Clothing Leaders III training includes advanced fitting and advanced clothing construction with emphasis on methods of obtaining fashion finishes and the "custom made" look.

Mrs. Currie encouraged Mrs. Louis Cool, a Cloud County homemaker, to take this series of training from the specialist. Training Mrs. Cool received from Miss Wiggins a few years



earlier had enthused her to sew more for her family and to teach sewing to 4-H'ers.

As Mrs. Cool participated in the Clothing Leaders training, she learned the importance of teaching adults to sew.

The county Extension home economist helped Mrs. Cool organize 6-day clothing construction workshops for women. Because of the great clothing interest in Cloud County, workshop enrollments were high from the start.

Mrs. Currie said she was especially interested in getting Mrs. Cool to teach these sessions because it offered her more time for other Extension education programs. The Extension home economist just attends the preliminary meeting of each workshop and helps the group set dates for the six workshop sessions and make other definite plans.

Mrs. Dean Holbert and Mrs. Lee Wright, who participated in some of



Mrs. Cool's first workshops, took more training and taught workshops themselves.

With the Extension home economist's assistance, the two enrolled in the Clothing Leader I and II training. This year they'll take the Clothing Leader III training.

Mrs. Currie says that according to her records 121 women have participated in seven tailoring classes since fall 1966. Thirty-nine homemakers have been in three different basic

*At far left, Extension home economist Mrs. Trella Currie (standing) helps clothing leaders with their plans. At left, a homemaker who is taking the clothing leaders training exhibits a western jacket she is making for her husband. The Catholic sister, below, says she saved about \$22 by making her habit rather than buying it ready-made.*



clothing construction workshops. Thirty-two have participated in two intermediate workshops.

The clothing leaders charge enrollees a small fee for participating in any workshop. Each workshop is 6 full days plus the half-day preliminary meeting.

Who is in a workshop? Participants range from the newly married young homemaker to the 75-year-old grandmother. Women come from town and country. Some are from other counties. Some want to learn to sew because they are on limited budgets and can provide more clothes for the family if they sew. Others want to learn because they want to use their leisure time profitably.

Women may find they can have clothes that fit better if they make them than if they buy them ready-made.

The Cloud and Republic County Extension councils jointly own a complete set of basic blouses representing

sizes and figure types from each pattern company. Women can check the one that fits best before they buy their patterns.

Also, at the beginning of each workshop, the leaders offer guidelines for the women to follow as they shop for fabrics, linings, interfacings, interlining, trim, and notions.

Individual help is a goal during each workshop. Leaders like to keep enrollment to less than 20 so they can give each person necessary help. Mrs. Holbert and Mrs. Wright work together on basic and intermediate workshops so the women receive even more personal help.

Each leader says teaching others to sew is most rewarding. They say they feel a real satisfaction when a woman who doesn't even know how to use a sewing machine learns quickly and makes a garment during one workshop.

All of the clothing leaders do have home and family responsibilities, but

they find time for this satisfying opportunity to help other women improve their own sewing techniques.

Other States might need to adapt the Kansas system to fit their own needs. With limited State specialist personnel, for example, the leader training might be done by an area specialist or the county home economist. However the details are handled, the Kansas County Extension home economists recommend this method highly as an efficient means of reaching more people. □

# A great new challenge

People throughout the country are showing increasing concern for the quality of our environment and the effects of pollution on it. Until recent years, only those living in areas of high population densities and heavy industrialization and a few "idealists" recognized pollution for what it is.

Even then, for the most part, it was excused as a component of industrialization and a part of the price for progress and the abundance of material goods this progress produced.

That something can be done to improve the quality of environment is no longer confined to the minds of idealists. It's being recognized by people deep in the ghettos and people in the hinterlands, as well as by national leaders of all interests. All are fast coming to the conclusion that if this is the price of progress, then it's too great—indeed, unabated pollution may destroy that abundance which it helped to create.

In earlier days, people avoided the problem and made little attempt to solve it. They just moved on to "get more elbow room." But there are few places left with "elbow room," and the people in those places have seen the problems unabated pollution creates and want no part of them.

Nearly all who have studied the problem and some who haven't offer solutions—some entirely too simple and too "pat." It's not simple. There is no "pat" solution.

Too often the goals promoted by idealists are too stringent. A pristine society is out of the question. The extent to which we pursue the pristine environment must

be a compromise. Society must determine how much pollutant-causing activity—of both industry and food and fiber production—it is willing to forego to bring the environmental quality up to a level it considers acceptable. So what we're looking for is that balance and ways to achieve it.

The sources of pollution are so widespread geographically and diverse in origin that only a broad attack from every front will yield any significant improvement in environmental quality. Pollution cannot be defined with physical or idealistic boundaries in a way that permits a single individual, group, or agency to deal with it as an entity separate from our normal everyday activities.

The key to maintaining an environment that is pleasing and healthful lies in adding the environmental quality dimension to all our recreational, social, and productive activities. This means that every decision must be tempered by the question "How will this operation or activity, its product, by-products, and wastes affect the quality of our environment?" Only in part can this question be answered by edict or decree. Rather, it is a matter of broad and continuous education. Herein lies the challenge to Extension.

The first part of the challenge is to show organizational leadership by making environmental quality improvement a part of all our educational programs rather than something separate and apart. The second part is more obvious—keeping people aware of the problem, making them conscious of the nature of pollution and the threats it poses and ways to keep it to a tolerable level.—WJW

